Public Speaking
ASC 204; Section 20375R
Tuesdays, Thursdays 8:00 – 9:20 AM
ANN 211

Instructor: Janeane N. Anderson
E-mail: jnanders@usc.edu
Office: ASC G6 – PhD Offices-Annenberg Basement-Below West Lobby
Office Hours: Tuesdays, 9:30-10:30 am; Thursdays, 9:30-10:30 am and By Appointment

COURSE DESCRIPTION
In this course, participants will both study the principles and cultivate the practices of effective communication, verbal and non-verbal, for formal contexts. In addition to learning how to prepare, present, and attend to presentations for such formal contexts as academic conferences, business pitches, wedding receptions, and graduation ceremonies, participants also will learn how to prepare for and negotiate conversations in formal contexts, such as graduate school and job interviews, professional meet-and-greets, and non-platonic relationship settings. Ultimately, the course should prove to be illuminating, practical, useful, and FUN.

COURSE OBJECTIVES
— To develop communicative competence through analysis and criticism of oral messages.
— To develop skills for presenting informative and persuasive discourse.
— To develop skills in creating and using a variety of visual aids.
— To learn about ethical challenges that speakers face.

REQUIRED TEXTS

You should get in the habit of checking the following online news sources (you will be asked to give impromptu speeches on their current content throughout the semester):
— BBC (http://www.bbc.co.uk/) and/or Al Jazeera (http://english.aljazeera.net/) and/or Christian Science Monitor world (http://www.csmonitor.com/World)
— A popular culture blog of your choice

RECOMMENDED SUPPLEMENTAL MATERIALS
— APA, MLA, OR Chicago Style Manual – All papers for this class must be submitted in proper APA, MLA OR Chicago style, including citations and bibliographies. Library handouts and/or websites may be sufficient (Including: http://owl.english.purdue.edu/owl/section/2/10/)
— Two-pocket folder
— 4 x 6 index cards
DISABILITY SERVICES
All accommodation requests based on a disability will be taken seriously and honored by the instructor. Any student requesting academic accommodation based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your instructor as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is 213-740-0776.

ESL
Please inform me as soon as possible if English is not your primary language, and you believe you may require special accommodations.

ACADEMIC INTEGRITY
Academic integrity is taken very seriously at the Annenberg School. This means that all work you submit for this class should be your own, original effort. Submitting ideas or writing that you find on the Internet or elsewhere will result in zero credit on that assignment and will also result in disciplinary measures in accordance with university policy. If you have any doubts about what is and is not an academic integrity violation, please check with the instructor immediately.


Plagiarism includes, but is not limited to:
- Borrowing another person’s ideas or words without acknowledging them
- Not attributing paraphrased ideas
- Not citing quoted material
- Copying from any source, but presenting the copied work as your own
- Downloading or copying sentences, paragraphs or entire speeches off the web
- Using someone else’s speech, paper, outline, or website to fulfill any course requirements

Cheating includes, but is not limited to:
- Using or providing external assistance during an exam
- Copying or allowing another student to copy any portion of your exam or assignment
- Communicating with fellow students during an exam
- Possessing or providing unauthorized notes or other materials during an exam
- Changing answers, content or form after an exam has been returned
- Unauthorized collaboration on exams or assignments
- Attempting to interfere with the work of another student
- Falsification, alteration or misrepresentation of notes authorizing an absence or illness

EXPECTED CLASSROOM DECORUM/CLASS POLICIES

Attendance
Simply, your attendance is expected, required and desired! Much of the learning in a communication class, especially this one, comes from observing presentations and participating in class discussions, so it is very important you attend every class—on time, every time, for the entire time. Punctuality is particularly important on speech days. Please do not interrupt your peers by entering class late. Students who miss more than two classes will have their grades reduced and risk failing the course. While University sanctioned absences will NOT count as one of your two absences, you must make sure that you have let me know in advance when you
are missing class. Furthermore, you are responsible for turning in any work that is due that day in advance and/or setting a date for you to make up work you missed. You should take a proactive role in this process and should not wait for me to discuss it with you.

Attendance will be taken at the beginning of each class. Students must be on time for class each day. Arriving late, leaving for any considerable portion of the class, or leaving class early is discouraged. Two (2) “lates” or “leaves” equals one unexcused absence. The University of Southern California prohibits the rewarding of points solely on a student’s physical presence in a class. However, they allow the use of unexcused absences and excessive tardiness to count against a grade. This includes leaving class early.

Technology in the classroom
The Rules
During lecture, you may...
  Use paper and pens, laptops, iPads and similar devices for note-taking purposes only.
  Jot a note about something you want to look up, and then look it up later.

During speech presentations, you may...
  Use mobile phones for video-recording speeches and/or timing speeches.

During in-class work sessions, you may...
  Use mobile phones, iPads, etc, to keep track of time.
  Use presentation software (e.g., Prezi, Powerpoint) to organize your speech.
  Use the Internet to find images and information to inform your speech.

Ringers must always be turned off, and phones must be stowed in such a way that audible sound will not be produced if/when the phone vibrates.

Offenders will lose participation points. The instructor maintains the right to prohibit the use of laptops, iPads, etc. during class time for all students if these rules are violated and/or if their use harms class participation.

Presentation day etiquette
Dress professionally for your speech assignments. Please do not wear hats or any headgear while giving a speech or doing a debate. Take yourself seriously and we will, too. Student’s attire should be appropriate for a business setting on speech days. Casual dress negatively affects perceptions of credibility.

Check first. Do not enter the classroom during a student speech or presentation. Public speaking is hard enough without someone walking around while others are speaking. Wait outside until you hear the applause.

Adhere to the technology rules. It is discourteous and unprofessional to engage with Internet or computer-based technologies while fellow students are engaged in presentations. This kind of rudeness will not be tolerated.

FINAL EXAMINATION
The day and time for the final examination can be found in the Official University Final Examination Schedule. For this course, the final exam will be held on Wednesday, May 13, 2015 from 8-10 am.

You must take your final exam on this date and time. Please put this in your calendars now. Per University policy, the final examination cannot be changed unless it conflicts with another USC final examination. If you have such a conflict, please notify me immediately.
*ASSIGNMENTS

Speeches 250 points
Speech of Introduction (Personal Narrative) 10 points
Impromptu Speech 15 points
Informative Speech (News & Information) 60 points (50 points content & delivery + 10 points research portfolio)
Persuasive Speech (Local civic/public issue) 70 points (60 points content & delivery + 10 points research portfolio)
Visual Aid Speech 70 points (60 points content & delivery + 10 points research portfolio)
Special Occasion Speech 25 points

Speech Observations 50 points
Live Observations 30 points
Self Observations 20 points

Exams 125 points
Mid-term Exam 50 points
Final Exam 75 points

Class Activities/Participation 50 points
In-class Activity #1 10 points
In-class Activity #2 10 points
In-class Activity #3 10 points
Red Pen Day (Informative Speech) 10 points
Red Pen Day (Persuasive Speech) 10 points

Participation (Instructor Discretion) 25 points

TOTAL POINTS FOR COURSE: 500 Points

*You must complete ALL of these assignments in order to pass the class. Failure to complete ONE OR MORE of them will result in an F in the class.

MAKE-UP WORK
Make-up work will be allowed without penalty for excused absences only. You cannot make up participation points. For unexcused absences, there will be a full letter grade loss on the evaluation of that assignment for each day that it is late. Make-up work will not be accepted after the class which is one week after the original due date.

EXTRA CREDIT
No extra credit opportunities are provided for this course.

SPEECH ASSIGNMENT GRADING

A  An outstanding speech. Clear goal well adapted to needs and interests of the audience. Excellent content, well-organized, excellent wording and delivery and/or superior accomplishment on the criteria established for that speech. Speech reflects academic research and extensive preparation. Speech is presented within the assigned time limitations. Speaker is appropriately dressed and appears credible.

B  A speech approaching the qualities of an “A” speech. A good to very good speech, but not achieving a standard of excellence in any or enough areas to merit an "A". A good job of meeting most or all established criteria for that speech. Speech may lack preview statement or may have a weak introduction or conclusion. Speaker may have relied too much on notecards.
C A satisfactory speech. Reasonably clear goal, adequate support, apparent organization, but may not be entirely clear to the entire audience; some problems in wording or delivery or both; and/or some deficiencies in meeting the major criteria established for that speech. Speeches that do not include oral citations from academic sources cannot receive a grade higher than a “C”.

D An unclear goal and serious deficiencies in some and perhaps all areas of content, organization, wording and delivery; and/or serious deficiencies in meeting major criteria established for that speech.

F An unacceptable speech that reveals a lack of preparation and/or poor delivery. Failure to meet major criteria established for that speech. For example, being significantly shorter/longer than the time limit or otherwise not conforming to assignment guidelines.

**GRADING SCALE**

<table>
<thead>
<tr>
<th>Grade</th>
<th>93-100</th>
<th>A-</th>
<th>90-92.9</th>
<th>B+</th>
<th>87-89.9</th>
<th>B</th>
<th>83-86.9</th>
</tr>
</thead>
<tbody>
<tr>
<td>B-</td>
<td>80-82.9</td>
<td>C+</td>
<td>77-79.9</td>
<td>C</td>
<td>73-76.9</td>
<td>C-</td>
<td>70-72.9</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.9</td>
<td>D</td>
<td>63-66.9</td>
<td>D-</td>
<td>60-62.9</td>
<td>F</td>
<td>59.9 or below</td>
</tr>
</tbody>
</table>

**ADDITIONAL NOTES ABOUT GRADING**

Grading questions should be addressed in a timely manner. There is a 24-hour “wait period” after receiving a grade, but then you should address questions within the next 5 days. You must submit your complaint/rationale to me in writing, accompanied by a copy of the graded assignment. Complaints or requests for reconsideration of a grade will not be considered unless they are submitted in written form; such a complaint constitutes an argument, and will be evaluated by the standards of acceptable argumentation as presented in class readings and lectures.

**Before you formally challenge a grade**, consider the following questions during the 24-hour wait period:

1. Was your assignment submitted on time?
2. Did you follow the directions of the assignment?
3. Did you turn in your best work? If it was a written assignment, did you use proper grammar and syntax? Did you misspell words? Is your work neat and professional? Did you use weird spacing in an effort to make the paper appear longer than it really is?
4. Did you practice your speech? If the work was an oral assignment, did you complete the speech within the allotted time limit? Did you dress professionally? Did you read your speech as opposed to presenting it?
5. Did you credit your sources? Is your bibliography properly formatted?
6. Did you wait until the last minute to complete the assignment?
7. If you are missing participation points, were you absent the day of the classroom activity? Do you contribute to class discussions?
CLASS SCHEDULE

All reading assignments should be completed prior to the class session on the day they are listed. Blackboard (BB) will be utilized for grading and posting of assignments as well as for the posting of additional readings.

Week 1: Introductions
1/13  Introduction to Course, Syllabus review
  Small group activity, Speech of Introduction Assigned (Due Thursday, January 22)
  *Please print, sign and return the Integrity Code by January 15*

1/15  Read Chapter 1 – “Getting Started”
  In-class Activity #1
  Live Speech Observation Project assigned (Due Thursday, February 5)

Week 2: Preparation
1/20  Read Chapter 7 “Delivering Speeches”

1/22  Read Chapter 2 “Preparing your First Presentation”
  Speech of Introduction Presentations
  Self-Evaluation due via email by 11:59 pm tonight

Week 3: The Informative Speech
1/27  Read Chapter 3 “Selecting a Topic and Purpose”
  Read Chapter 10 “Presenting to Inform”

1/29  In-class Activity #2
  Informative Speech Assigned (Due Tuesday, February 19)

Week 4: Research and Organization
2/3   Read Chapter 5 “Finding Information and Supporting Your Ideas”
  Informative Speech Topics Due—Share with colleagues in class

2/5   Read Chapter 6 “Organizing and Outlining Your Presentation”
  Present Oral Reports of Live Speech Observation (Group A)
  Written Report of Live Speech Observation Due for everyone

Week 5: Evaluating and Adjusting to Your Audience
2/10  Present Oral Reports of Live Speech Observation (Group B)

2/12  Read Chapter 4 “Analyzing the Audience”
  Read Chapter 8 “Choosing Your Words

Week 6: Informative Speech: Planning & Delivery
2/17  Red Pen Day—Informative Speeches
  Mandatory: Bring two (2) copies of FINAL outline (including bibliography)

2/19  Group B—Informative Speech Delivered, Speech Portfolio Due
Week 7: Informative Speech Delivery (cont’d)
2/24 Group A—Informative Speech Delivered, Speech Portfolio Due

2/26 Midterm Review (come to class with questions!)

Week 8: MIDTERMS
3/3 MIDTERM EXAMINATION

3/5 Read Chapter 11 “Presenting Persuasive Messages”
   Persuasive Speech Assigned (Due Tuesday, April 28)

Week 9: The Persuasive Speech
3/10 Persuasive Speech Thesis statement, Outline, and Bibliography due
   Share and discuss in class

3/12 Red Pen Day—Persuasive Speeches
   Mandatory: Bring two (2) copies of FINAL outline (including bibliography)

SPRING BREAK (NO CLASS MARCH 17 & 19)

Week 10: Persuasive Speeches
3/24 Group A—Persuasive Speech Delivered, Research Portfolios Due

3/26 Group B—Persuasive Speech Delivered, Research Portfolios Due

Week 11: Integrating Visual Aids
3/31 Read Chapter 9 “Visual Resources and Presentation Technology”
   Visual Aid Speech Assigned (Due Tuesday, April 14)

4/2 In-class Activity #3

Week 12: “Change Talkers”
4/7 Guest Speaker: TBA
   Small group, interactive activity (Part A)
   Visual Aid Speech Thesis, Outline and Bibliography Due

4/9 Panel Discussion: TBA
   Small group, interactive activity (Part B)

Week 13:
4/14 Group B—Visual Aid Presentations, Speech Portfolios Due

4/16 Group A—Visual Aid Presentations, Speech Portfolios Due

Week 14: Speaking on Special Occasions
4/21 Read Chapter 12 “Speaking on Special Occasions”
   Special Occasion Speech Assigned (Due next week, April 28)

4/23 NO CLASS
Week 15: Final Presentations
4/28 Final Presentation - Special Occasion Speech – Group A

4/30 Final Presentations – Special Occasion Speech – Group B

FINAL EXAMINATION: Wednesday, May 13, 2015 from 8-10 am in ANN 211

Note: The instructor reserves the right to adjust this syllabus throughout the semester as she sees fit
INTEGRITY CODE
(Student Copy)

Plagiarism and other forms of cheating are not tolerated at Annenberg!

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7. Attempting to hinder the work of another student
8. Falsification, alteration, or misrepresentation of absence/ illness authorization notes
9. Using an essay, term paper or speech in more than one course without the permission of all the instructors of both courses

(These definitions of “Academic Dishonesty” are partial. See the academic integrity section in Scampus for a full description of “Academic Dishonesty” prior to signing this form.)

ANY ACT OF PLAGIARISM AND/OR ANY ACT OF CHEATING IS CONSIDERED AN ACT OF ACADEMIC DISHONESTY AND WILL BE REPORTED TO THE UNIVERSITY STUDENT CONDUCT OFFICE.
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________________________________________  ______________________________
Student’s Signature                              Date

____________________________________________
Print Name